Break through & connect Americans to meaningful Environmental, Riverine & Engineering Exhibits.



Project Title	Break through & connect Americans to meaningful Environmental, Riverine & Engineering Exhibits.
Project Summary	Break through & make a difference in connecting meaningful 3D & virtual Environmental, Riverine & Historic exhibits into the heads, hands & hearts of the curious of all ages. With a state museum & US Corps of Engineers' support, you will brainstorm, market & promote current & future exhibits.
Country	United States

Project Description

The U.S. Army Corps of Engineers in Saint Louis is responsible for River Management, Environmental & Marine Transportation missions. We engage, 24x7, everyday in delivering value to the nation. Part of our mission is also education & we manage a world-class Museum showcasing key portions of our what we do everyday to the public.

Wildlife recovery & support, Lock & Dam Management Models, Interactive Displays, Online Virtual Forest Tours & Audio/Visual presentations are all part of the current overall engagement strategy. Moreover, the US Army Corps of Engineers is teaming up with another world class state museum to jointly promote & engage a curious public along the same riverine themes.

We are looking for two interns to dig into the marketing and educational outreach strategies of these museums to both maximize their current methods, but also to look into the future and assist in designing and delivering a strategic plan to help these museums maintain a strong and effective presence into the future.

Part of providing new avenues of delivering educational product to a potential market is to test various methods. In this role, you may be part of a focus group, a 'think tank' brainstorm session or even a tester of various outreach products or methods.

You will market via Twitter and Facebook, but may try new methods to reach broad or targeted audiences. You may be part of seeking, interviewing, writing and or marketing speakers with specialties aligning with the aforementioned mission set.

We will be open to new marketing methods which some call "Guerilla Marketing" to attract new visitors to the museums or to the online products.

Knowledge of survey methodology, journalism, social media management, photography & videography is a plus but some training may be arranged.

Required Skills or Interests

Additional Information

https://www.mvs.usace.army.mil/Missions/Recreation/Rivers-Project-Office/NGRM/https://mohistory.org/museum

Language Requirements

None